

Practical Sourcing Strategies, Tips & Tricks

Presented by David Marr for DFWTRN

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A Practical Approach to Sourcing

For many Talent Acquisition professionals, LinkedIn Recruiter is the only place they actually Source from. What happens when you don't have access to LinkedIn Recruiter? Or it isn't able to yield the results that you need to fill your position? In this training we'll look at a practical approach to sourcing that will include the following:

- Boolean Strings
- Boolean Builders
- Search Engines
- Places to Source from
- Useful Chrome Extensions and Web sites



About Me:

- I've been in Recruiting and Sourcing for 20+ years and have worked in Agency, Corporate and as a Consultant. I specialize in roles that are challenging and typically senior executive through senior individual contributor roles.
- I'm based in Chicago
- I make time to learn something new every day and I enjoy traveling, new experiences, people, cuisine and helping others grow and develop their recruiting and sourcing skills.

Boolean Strings

What is Boolean?

- Boolean is a logical approach to solving problems that was invented by mathematician George Boole.
- Boolean Strings use Keywords and Operators to produce the desired results.

What is a Keyword?

- Keywords are important terms that appear in the desired results that you are looking for.
- Some common examples used by TA professionals: Degrees, Job Titles, Company, Locations, Skills, Tools, Associations, and Hash Tags
- Keywords can also be the way that someone talks about themselves and what they do, also known as, Natural Language Search.

What is an operator?

- An operator is a logical command that produces a specific output
- Examples: AND, OR, NOT, (), "", *

Let's look at a few examples of how Operators and Keywords work together

- (Salesforce OR “Sales Force”) AND (Apex OR Java)
- (“Information Security” OR InfoSec OR Security) AND (Engineer OR Consultant OR Administrator OR Analyst OR Lead)
- (“Product Manager” OR “Prod Man” OR “Prod Mgr”) AND (MVP OR Metrics OR KPI OR OKR OR AB OR “A/B”) AND (Vision OR Strategy OR “Road Map”)
- (Cloud OR AWS OR Azure OR GCP OR Rackspace OR OpenStack) AND (Engineer OR Admin OR Lead OR Eng)

Let's look at
how Operators
and Keywords
work together

- In the examples, you should notice that the () are used to organize similar Keywords
- “ ” are used to incorporate spaces in between keywords
- OR is used to mean any of the Keywords
- AND is used to mean all of these Keywords

How to determine what Keywords and Operators to use in your Boolean String?

Below are a few recommendations on how to approach this:

- Review the job description & intake notes to identify key skills, preferences, locations, target companies, etc
- Start off with a simple Boolean String and analyze the results and then determine what else you should add or remove to improve
- Think about how people talk about themselves and performing their work
- Consider where you are going to use the Boolean String and what operators are available to try
- Try different strategies and places when sourcing

Boolean Builder

What is a Boolean Builder?

- A Boolean Builder is a tool / website that asks you the keywords that you want to use and automatically generates the Boolean String for you and some will create Boolean for specific places you want to source from.

Easily use Google to [search](#) profiles on LinkedIn

Country [?](#)

All countries ▼

Job title [?](#)

E.g. accountant OR cfo

Show similar jobs?

Location or keywords to **include** [?](#)

E.g. London OR Paris AND html

Keywords to **exclude** [?](#)

E.g. Assistant OR secretary

Education [?](#)

Current Employer [?](#)

Saved searches

Making the same [search](#) regularly?

Save it, then find it here!

Why [search](#) LinkedIn with RecruitEm?

- More than 100 Results
- See out of network connections
- [Search](#) by education & employer
- No registration
- Completely free :)

Recruit'em Boolean Builder

- Access Recruit'Em by going to <https://recruitin.net/>
- Creates Boolean Strings for the following sites:
 - LinkedIn
 - Dribbble
 - Github
 - Xing
 - Stack Overflow
 - Twitter
- Select the site you want to explore and enter the keywords in the fields, Click “Find right people on...”
- You can save copy the URL, Save the Explore Results or open it in Google

HireEZ Boolean Builder (Quick or JD Mode)

Quick mode JD mode



Job titles * (Choose up to 5)

[Reset](#)

Select titles or expertises

▼ Hide additional requirements

Skills * (Choose at least 3)

Mandatory skills (Choose up to 5)

Add must-have skills



Preferred skills

Add nice-to-have skills



Industries

Select industries



Locations Maximum 10 locations

Add city, state, or country



Generate boolean

HireEZ Boolean Builder

- HireEZ is a chrome extension. You can access the website at <https://app.hireez.com/v5/boolean>
- Quick Mode: Fill out the fields and generate your Boolean Strings
- JD Mode: Copy and paste your job description and it will generate your Boolean Strings
- You can copy the Boolean Strings or run it on Popular sites or by Industry

Search Engines

What is a Search Engine?

- A Search Engine is a website that indexes web pages and returns results to your queries.
- The queries are written in Boolean Strings
- No Search Engine indexes the entire internet

Search Engines being discussed:

- Google is the most popular Search Engine globally and boasts 90% of all web pages being indexed
- Bing is the 2nd most popular Search Engine that is owned by Microsoft
- DuckDuckGo is an extremely popular Search Engine that doesn't track users activity and is known for privacy

Google

← → ↻ google.com



i ICIMS Bitly OneTab shared tabs Dean DaCosta OSI... Telling the Indeed... How Engineering... Leadership Profile... Recruiter / Source... Sourcing Tools an... » | Oth

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Gmail Images ⋮

Google

Google Search

I'm Feeling Lucky

[Meet Latino entrepreneurs](#) Google for Startups is helping grow

Boolean Strings to try in Google:

- Try: `site:linkedin.com/in`
(Salesforce | “Sales Force”)
(APEX OR Java)
- Site: Operator is used to
xray a website or domain
(like `.com` or `.edu`)

Look at how Google displays the profile Results for site:linkedin.com/in (Salesforce | “Sales Force”) (APEX OR Java)

<https://in.linkedin.com> › shobha-rani-java-and-salesforce-... ⋮

Shobha Rani Java and Salesforce - Java Software Developer

Hyderabad, Telangana, India · Java Software Developer · SISL Infotech

I have 9+ years experience in **java** web development using struts framework with postgresql DB and trained in **Salesforce** development. Activity. #hiring #jobs # ...

<https://www.linkedin.com> › cody-chinn ⋮

Cody Chinn - Salesforce Developer - ApexHealth - LinkedIn

Rockford, Michigan, United States · Salesforce Developer · ApexHealth

Salesforce developer working with **Apex**, SOQL, JS, HTML & CSS. Maintaining the store.steelcase.com website and providing updated features as needed.

Another Boolean String to try in Google:

- Try using the following:
filetype:xls Conference (Attendees |
Speakers | Guests | Member)
("Information Security" | InfoSec)
AROUND (10) (Security | "Risk
Assessment" | "Network Security" |
"Application Security" | "Identity
Access Management" | "Penetration
Testing" | Hack)
- Filetype: Operator is used to look
for specific types of files
- AROUND (#): Operator is used to
look for term(s) within a designated #
of other term(s)

Results from filetype:xls Conference (Attendees | Speakers | Guests | Member)
("Information Security" | Infosec) AROUND (10) (Security | "Risk Assessment" | "Network Security" | "Application Security" | "Identity Access Management" | "Penetration Testing" | Hack)



filetype:xls Conference (Attendees | Speakers | Gues



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WhenX

About 820 results (0.58 seconds)

WhenX is in limited mode. [Login to Enable All Features](#)

Ad · <https://www.securityscorecard.com/>

SecurityScorecard - 2021 Forrester New Wave Report

Find Out Why SecurityScorecard Is Used By Hundreds Of Customers To Meet IT **Security** Needs.

Get The Report & See Why SecurityScorecard Was Named A Cybersecurity **Risk** Ratings Leader.

360-Degree View Of **Risk**. Real Time Monitoring.

Bing

 Microsoft Bing

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Sign in 

5

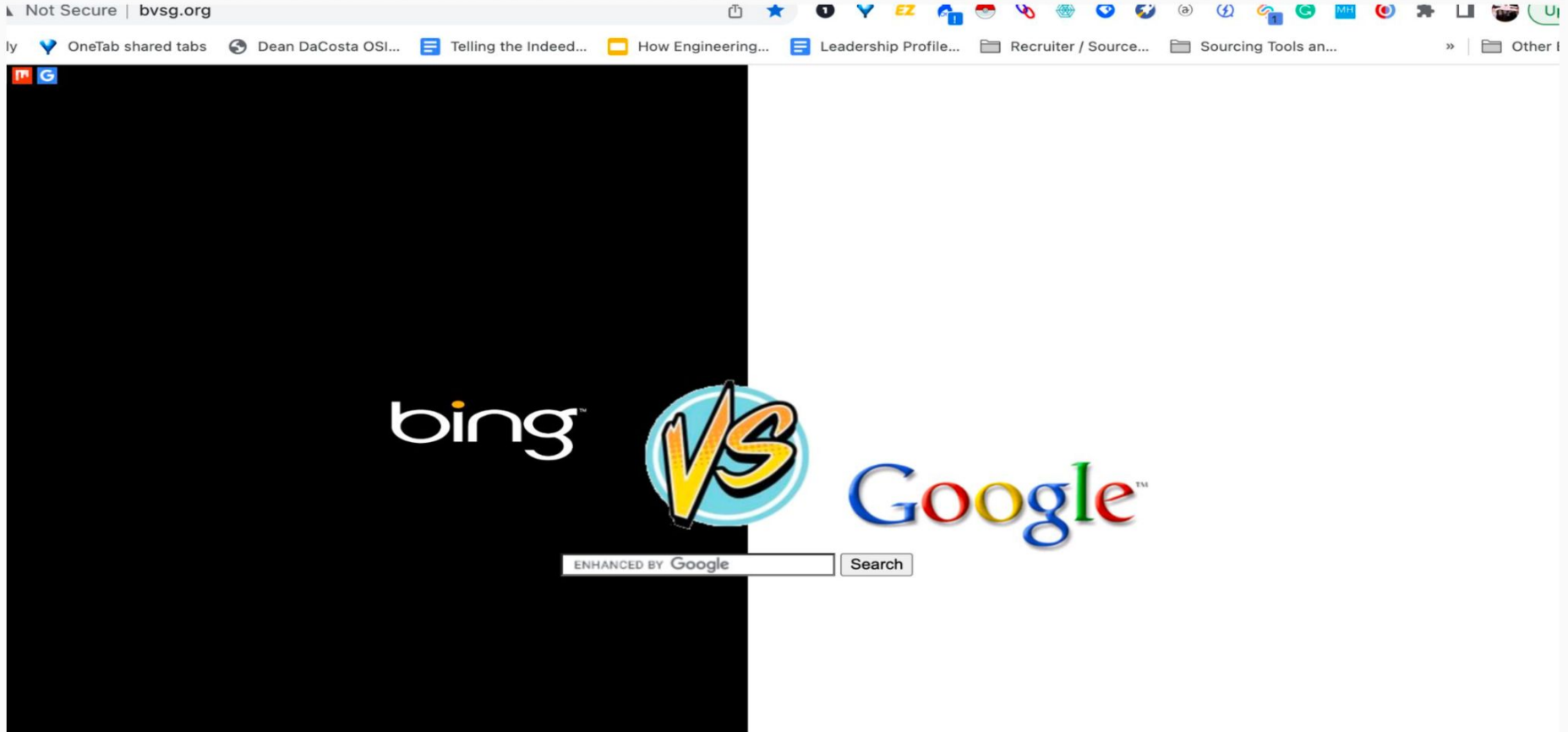


Try running the same Boolean Strings in Bing a we did in Google

- Try using the following:
site:linkedin.com/in (Salesforce | “Sales Force”) (APEX OR Java)
- filetype:xls Conference (Attendees | Speakers | Guests | Member) (“Information Security” | InfoSec) AROUND (10) (Security | “Risk Assessment” | “Network Security” | “Application Security” | “Identity Access Management” | “Penetration Testing” | Hack)
- What differences do you notice in the results?

bvsg.org is a site that will give you a side by side comparison of the Bing and Google search results. I'd recommend using a large screen to view results.





DuckDuckGo

Search without being tracked



Privacy, simplified.

Join tens of millions of people who rely on DuckDuckGo's free all-in-one privacy solution to help take control of their online privacy.

Try running the
same Boolean
Strings in
DuckDuckGo as
we did in Google
and Bing

- Try using the following:
site:linkedin.com/in (Salesforce |
“Sales Force”) (APEX OR Java)
- What differences do you notice
in the results?
- I’d recommend using Location
as one of your keywords when
sourcing on DuckDuckGo because
they are based in Europe, so you
might not get the desired
location(s) in your results.

Look at how DuckDuckGo displays the profile search results for site:linkedin.com/in (Salesforce | "sales force") (APEX OR Java)



site:linkedin.com/in (Salesforce | "Sales Force") (APEX OR Java)



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All regions ▾

Safe search: moderate ▾

Any time ▾

Showing results from: [linkedin.com/in](#) [All Results](#)

[in](#) <https://in.linkedin.com> > in > [jyothirmayee-ramineni-91234191](#)

Jyothirmayee Ramineni - Principal Success Engineer - Salesforce

Project: Internal Project of **sales force** in apps org Environment: **Salesforce.com**, **Apex**, **JS**, **JAVA**, Visual force Pages, **Site.com** Roles and Responsibilities: ▯ Analyzing the issues and providing solutions to it. ▯ TCA integration with **sales force**. ▯ Acting on the requirements which are raised by...

[in](#) <https://www.linkedin.com> > in > [pooja-s-a4a873194](#)

Sr. Sales Force.com Developer/Administrator at KLA-TENCOR LIMITED

8 years of IT experience in **Salesforce.com** CRM Platform and Force.com platform as a developer and administrator. Experience in working on **Apex** Language (Triggers, Classes, and Test Methods), Visualforce Pages and Visual force Components & Controllers, **Salesforce** AppExchange and **JAVA**. •

Let's Practice

Let's try using the example Boolean Strings in Google, Bing and DuckDuckGo

Try each of the following Boolean Strings in Search Engines mentioned above:

- (Salesforce OR "Sales Force") AND (Apex OR Java)
- ("Information Security" OR InfoSec OR Security) AND (Engineer OR Consultant OR Administrator OR Analyst OR Lead)
- ("Product Manager" OR "Prod Man" OR "Prod Mgr") AND (MVP OR Metrics OR KPI OR OKR OR AB OR "A/B") AND (Vision OR Strategy OR "Road Map")
- (Cloud OR AWS OR Azure OR GCP OR Rackspace OR OpenStack) AND (Engineer OR Admin OR Lead OR Eng)

Try using the following Operator(s) in your Boolean Strings on the Search Engines mentioned above:

- site:
- filetype:
- AROUND (#) note: Doesn't work in DuckDuckGo

A few other Operator(s) that you can try:

- Inurl:
- Intitle:
- Inanchor:

Here are a few more ideas



Try sourcing from these websites:

by David Marr for DFWTRN

- Kaggle
- Github
- OpenHub
- Stackoverflow
- Launchpad
- Sourceforge
- Coderwall
- Hackathon.io
- Gitlab
- Bitbucket
- Meetup
- Eventbrite

Boolean Strings to try for Github

- Try using the following:
 - site:github.com (Cloud | AWS | Azure | GCP | Rackspace | Openstack) (Engineer | Admin | Lead | Eng) (“United States” | USA | America)
- Github.com is a code repository site that has a lot of technical talents work and contributions and can be helpful in finding and ensuring the candidates have the technical skills you’re looking for.

Search results for displays the profile search results for site:github.com (cloud | AWS | Azure | GCP | Rackspace | Openspace) (Engineer | Admin | Lead | Eng) (“United States” | USA | America)



site:github.com (Cloud OR AWS OR Azure OR GCP OR Rackspace OR Openstack) (Engi

[All](#)

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All regions Safe search: moderate Any time

Showing results from: github.com [All Results](#)

<https://github.com> > cloudy-native > aws-managed-policies

[GitHub - cloudy-native/aws-managed-policies](#)

The Service Linked Role used by Amazon Managed Workflows for Apache Airflow. AmazonConnect_FullAccess. The purpose of this policy is to grant permissions to **AWS** Connect users required to use Connect resources. This policy provides full access to **AWS** Connect resources via the Connect Console and public APIs.

<https://github.com> > MicrosoftDocs > memdocs > blob > main > memdocs > solutions > cloud-nativ...

[High level planning guide to move to cloud-native endpoints](#)

Oct 5, 2022 · Enable Public Contributions. Contribute to MicrosoftDocs/memdocs development by creating an account on GitHub.

<https://github.com> > amien1410 > data-engineering-with-aws

[amien1410/data-engineering-with-aws - GitHub](#)

This book will take you through the services and the skills you need to architect and implement data pipelines on **AWS**. You'll begin by reviewing important data engineering concepts and some of the core **AWS** services that form a part of the data **engineer's** toolkit. You'll then architect a data pipeline, review raw data sources, transform the data ...

Chrome Extensions

Here are the Chrome Extensions

Chrome Extensions can make your life easier when performing specific tasks and automation while you source and we'll take a look at the following:

- OneTab
- Multihighlight
- Grammarly
- GlossaryTech
- BOOL
- InstantPreview

OneTab

- Its a chrome extension to automate the saving, sharing, and overall management of multiple browser tabs.
- This may sound simple, but think about when you source and how many tabs you can have open at once.

OneTab - <https://bit.ly/2ZMO9y5> to download



chrome web store



[Home](#) > [Extensions](#) > [OneTab](#)



OneTab



one-tab.com



Featured



13,358



Productivity

2,000,000+ users

Overview

Privacy practices

Reviews

Support

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OneTab™

Too many tabs? Save them in a list and return to them later

Multi Highlight

- Can turn on/off to highlight a list of keywords on a page that are important. This helps you find the skills and other keywords which help you review and get through profiles quicker
- This works on any page or screen that you are on when is turned on.

GlossaryTech

- Its a chrome extension that analyzes the technical terms on a profile and provides the viewer with additional insights about their profile

GlossaryTech - <https://bit.ly/3VAVvgb> to download



chrome web store



GlossaryTech | Learn tech words



glossarytech.com



Featured



34 ⓘ

Productivity

20,000+ users

Overview

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The screenshot shows a LinkedIn profile for Thomas Jong, a 3rd-degree connection. The profile highlights skills in React Native, React JS, and JavaScript. A blue GlossaryTech logo is overlaid on the top left of the profile. The browser's address bar shows the URL <https://www.linkedin.com/in/thomas-jong-116019c83>. The LinkedIn navigation bar includes Home, My Network, Jobs, Messaging, and Notifications. On the right, there are ads for Commerce Dynamics and an invitation from LinkedIn. A 'Watch later' button and a 'Share' button are also visible. A circular badge indicates 29 terms.

BOOL

- Its a chrome extension that is Boolean Builder.
- You enter your keywords and it will help generate the Boolean String for you.

BOOL - <https://bit.ly/3CJjMYW> to download



BOOL: Boolean Search Assistant

Remove

 scoperac.com/bool  Featured

★★★★★ 5  | [Search Tools](#) | 10,000+ users

Overview

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BOOL

- > Fast Boolean search
- > Extensive Social media x-ray search:
 - LinkedIn
 - Facebook

Instant Preview

- Its a chrome extension gives you an instant look into a webpage in your search results
- This can save you time and save you from from opening up websites that aren't what you are looking for.

Instant Preview - <https://bit.ly/3S8L6Wc> to download



Instant Preview

★★★★★ 149



[Search Tools](#)

4,000+ users

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Instant Preview Chrome Extension - iframe mode

Watch later Share

Перевод статьи **Todd Motto: Classes vs Interfaces in TypeScript**. С разрешения **Antonopa**.

Классы и интерфейсы являются мощными инструментами, которые облегчают не только объектно-ориентированное программирование, но и проверку типов в **TypeScript**. Класс—это *шаблон* (blueprint), используя который мы можем создавать экземпляры объектов, у которых будет точная же конфигурация, как и у шаблона—те же свойства и методы. Интерфейс—это группа взаимосвязанных свойств и методов, которые описывают объект, но не обеспечивают реализацию или инициализацию этих свойств и методов в объектах.

Поскольку обе эти структуры определяют, как выглядит объект, обе могут

Интерфейсы в TypeScript – Sergey Bakaev – Medium

Here are other Chrome Extensions to try:

- Calendly - automate scheduling meetings
- Grammarly - helps with grammar and spelling
- Magic (Text Expander) - quickly retrieve templates with just a few keystrokes
- Extensity - Allows to turn on/off your chrome extensions
- WhenX - Allows you to make notes on LinkedIn Profiles
- LinkGopher - will scrape all of the weblinks from your Search results to a spreadsheet
- InstantData Scraper - will scrape all of the results on a page
- DataMiner - allows you to create a recipe and then automate the copying of your search results data from a web page or domain.



RESOURCES



Try these websites when trying to find contact information:

- thatsthem.com
- truepeoplesearch.com
- usphonebook.com
- fastpeoplesearch.com
- xlek.com
- [Anywho.com](https://anywho.com)
- [Trustoria.com](https://trustoria.com)
- pplscanner.com
- peoplesearchnow.com
- cyberbackgroundchecks.com
- zabasearch.com
- truecaller.com
- sync.me
- [Radaris.com](https://radaris.com)
- [Whoknows.com](https://whoknows.com)
- yasni.com

Brian Fink
created a
CSE that
x-rays
Linkedin

- Brian Fink freely shared the best CSE he created to xray linkedin
- You enter your Boolean String and it will allow you to filter through the results via different topics

Brian Fink's CSE to xray LinkedIn - <https://bit.ly/3CJdZCH>

← → ↻ cse.google.com/cse?cx=005704587298353977169:ztqzquc6ifw

iCIMS Bitly OneTab shared tabs Dean DaCosta OSI... Telling the Indeed... How Engineering... Leadership Profile... Recruiter / Source... Sourcing Tools an... » | Other

Web **Image**

All results [Candidate Interest](#) [Goals](#) [Profiles with Personal Emails](#) [People on the Move](#) [Award Winner](#) [Active Job Seekers](#) [Disruptors](#) [Responsibilities](#) [Emails in profile](#)

[Experience / Expertise](#) [Years Experience 5 - 10](#) [Years Experience < 5](#) [Management exp](#) [Years Experience 10 +](#)

About 2,990,000 results (0.49 seconds)

Chris Peterson - **Salesforce**

www.linkedin.com > cpeterson



Senior Director of Product Management, Language Strategy at **Salesforce** ... I manage the product team that covers **Apex**, Heroku/**Salesforce** Functions Languages ...

Brian Fink's CSE created to source for Technical Roles

- Brian Fink created this CSE to source for Technical Roles
- You enter your Boolean String and it will allow you to filter through the results via different topics

Brian Fink's CSE for Technical Roles - <https://bit.ly/3yNJ1Za>

(Salesforce OR "Sales Force" X



All results [github](#) [stackoverflow](#) [openhub](#) [kaggle](#) [launchpad](#) [sourceforge](#) [coderwall](#) [hackathon](#) [gitlab](#) [bitbucket](#) [__](#) [deep](#) [cv](#) [ai](#) [frameworks](#) [jsstack](#) [__](#) [sfbay](#)
[seattle](#) [austin](#) [china](#) [japan](#) [japan_edu](#) [eu](#)

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Sort by: **Relevance** ▾

[Integration In Salesforce - SFDC API Integration - Best Practices](#)

(Ad) <https://www.mulesoft.com/salesforce/integration> ▾

Learn The Top 5 Integration Pattern For Connecting Salesforce. Connect SFDC To Any Applications In the Cloud or On-Premise With Anypoint Platform™. On-premises or Cloud. Hybrid Environments. Enterprise Security. Best Practices. Easy Scalability. WYSIWYG Editor. Out-the-box Connectors. OAuth Token Enforcement. Real-Time Analytics. Pre-built Templates.

[API Best Practices](#)

Learn How to Create Strategic APIs & Drive Great Customer Experience.

[Inventory Management](#)

Learn How Reusable APIs Enable Inventory Visibility

[Universal API Management](#)

Securely Create, Manage, & Govern Any API Across Any Environment.

[iPaaS Whitepaper 2022](#)

Discover the ideal iPaaS solution Get the free iPaaS whitepaper

Questions?

To connect or reach me you can do so by the following:

- **<http://www.linkedin.com/in/dmarr>**